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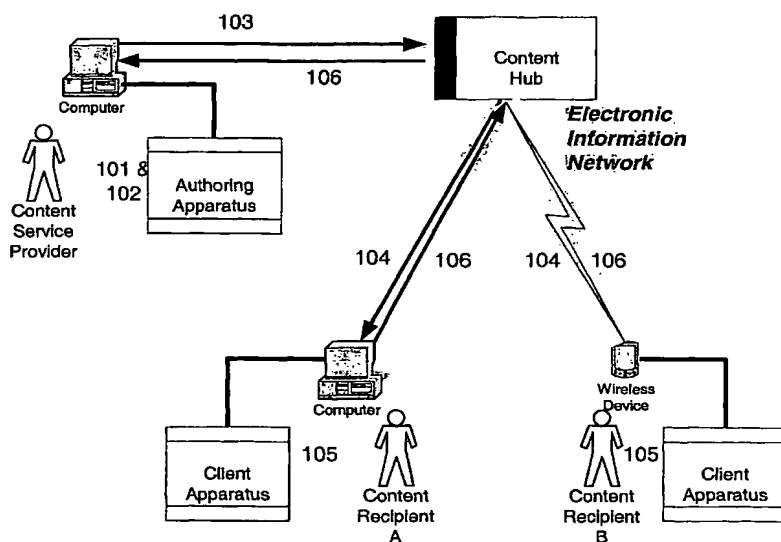
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(54) Title: METHOD AND APPARATUS FOR DISSEMINATING HETEROGENEOUS DATA THROUGH BRANDED ELECTRONIC INFORMATION DELIVERY CHANNELS



(57) Abstract: The present invention discloses a method and apparatus for disseminating heterogeneous data through branded electronic information delivery channels. In one embodiment, a conglomerate apparatus is employed with three main elements: an authoring apparatus, a content hub and a client apparatus. The purpose of the conglomerate apparatus is to facilitate the delivery of multiple forms of digital content from a content service provider to a content recipient via a client apparatus that when employed by the content recipient will change its shape, color and other visual and aural attributes so as to reflect branding specified by the content service provider. To achieve this, the content service provider uses the authoring apparatus to create sets of content items and then associate these content sets with brand attributes. The content service provider can also add control

information to the content sets that can control the sequence in which content can be accessed by the content recipients. This content and branding information is then published by the content service provider at a content hub that is accessible to the intended content recipient. The content recipient can then access this content and brand information from the content hub. When viewing or otherwise making use of the content using the client apparatus, the branding attributes associated with the content are applied to the client apparatus so that the client apparatus's visual and aural characteristics will reflect the branding attributes intended by the content service provider. In one embodiment, the client apparatus also monitors the content recipient's use of the content items and stores metrics about this usage within a database in the client apparatus. These metrics can then be sent back to the content service provider's content hub and then accessed by the content service provider for further analysis.

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